CLAIMS:

1. A water treatment product comprising a mixture of at least one active ingredient and a first fluid, wherein the concentration in the product of the active ingredient is at least 50% on a weight basis and the viscosity of the product is at least 2,000 centipoise or 2 pascal seconds, the product adapted to be further diluted upon addition to a second fluid stream to be treated.

2. The water treatment product according to claim 1 wherein the viscosity of the mixture ranges from above approximately 2,000 centipoise or 2 Pa.s to approximately 50,000 centipoise or 50 Pa.s.

3. The water treatment product according to claim 1 wherein the viscosity is achieved by mixing an ortho and polyphosphate blend with water.

4. The water treatment product according to claim 3 wherein the mixture of the ortho and polyphosphate blend with water occurs at weight ratios of between about 50:50 to 80:20.

5. The water treatment product according to claim 1 wherein an active ingredient used in the mixture is chosen from the group comprising elemental or compound forms of zinc, magnesium, copper, calcium, nitrites, nitrates, molybdates, dispersants, biocides, silicate and biostats in combination or separately.

6. The water treatment product according to claim 3 wherein further comprising zinc.

7. The water treatment product according to claim 6 wherein zinc is added to the product in the elemental form.

8. The water treatment product according to claim 1 contained in a flexible, packaging container for containment of a fluid.

9. The water treatment product according to claim 8 wherein the container is formed from flexible plastic material having a unitary base portion which allows the container or pouch to stand upright.

10. The water treatment product according to claim 8 wherein the container is a flexible tube type container, similar to those used for toothpaste.

11. The water treatment product according to claim 8 wherein the container is made of a water soluble material that would gradually dissolve after placement of the container in water.

12. An improved packaging means for containing a water treatment product comprising a flexible plastic pouch or tube having an opening engageable with an opening of a chemical holding container of a point-of use, bypass or flow-through type

dispenser.

13. An improved packaging means for containing a water treatment product according to claim 12 wherein elemental zinc is added to the package prior to sealing said package.

14. The improved packaging means according to claim 12 wherein the opening in the chemical holding container of a point-of use, bypass or flow-through type dispenser is provided at the base of the container or through a side wall.

15. The improved packaging means according to claim 14 wherein a roll-up tool generally comprising a pair of spaced apart arm members adapted to engage the base of the tube and maintain the base between the arm members as the tool is rotated, rolling the flexible tube about the arm members, is provided to assist with the application of force to the flexible containers.

16. The improved packaging means according to claim 12 wherein the container is associated with the chemical holding container via a tube directly with the container or indirectly, through attachment to a pipe through which the fluid to be treated flows.

17. The improved packaging means according to claim 16 wherein the tube is provided with a connector at at least one end thereof in order to releasably attach the tube to the packaging container and/or the chemical holding container.

18. The improved packaging means according to claim 17 wherein the tube is attachable permanently to the chemical holding container using a threaded type connector at a first end of the tube and a second end of the tube is left bare, the second end of the tube adapted to be forced into a correspondingly-sized opening in the packaging container and maintained there by an interference type fit.

19. A method for refilling a water treatment dispensing apparatus using an improved packaging means according to claim 12, the method comprising the steps of operatively associating the container containing a water treatment product with the dispensing apparatus and applying a force to the packaging container to force the water treatment product into the water treatment dispensing apparatus.

20. A method for refilling a water treatment dispensing apparatus according to claim 19, wherein the water treatment dispensing apparatus comprises a dispenser head member and a chemical holding container for holding chemical, and the step of operatively associating the improved packaging means containing water treatment product with the dispensing apparatus comprise positioning an opening in

the packaging container with an opening in the chemical holding container of a dispenser.

21. A method for refilling a water treatment dispensing apparatus according to claim 19, wherein the packaging container is associated directly with an opening to the chemical holding container.

22. A method for refilling a water treatment dispensing apparatus according to claim 19, wherein the packaging container is associated with the chemical holding container via a tube, the tube provided with connectors at at least one end thereof in order to attach the tube to the packaging means and/or the chemical holding container.

23. A method for refilling a water treatment dispensing apparatus according to claim 19, wherein a first end of the tube is attachable permanently to the chemical holding container using a threaded connector and a second end of the tube is left bare to be forced into a correspondingly-sized opening in the packaging means and maintained there by an interference type fit.

24. A method for refilling a water treatment dispensing apparatus according to claim 19, wherein access ports and valves are provided in a piping system to which the water treatment dispensing apparatus is connected to allow operative association with the water treatment dispensing apparatus.

25. A method for refilling a water treatment dispensing apparatus according to claim 19, wherein the chemical dispenser associated with a venting assembly allowing the refilling of the chemical holding container without a build-up of pressure within the chemical holding container, the venting assembly being opened after the attachment of the packaging container to allow the entry of the water treatment product to displace fluid from the chemical holding container to maintain the pressure therein.